

Brand Guide





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This is your roadmap to everything you need to know about the TransLink brand. Here you will find the guidance and inspiration you require to create assets, applications and campaigns that best bring our brand to life.



The Brand

Company Statement | Our Philosophy

Together with our partners, stakeholders, and operating companies, TransLink plans and manages the region's transportation system. We're dedicated to creating and sustaining a transportation system that meets the needs of customers, residents, businesses, and goods movers in a way that protects the environment and supports the economic and social objectives of the region.

Mission

Together, we connect the region and enhance its livability by providing a sustainable transportation network, embraced by our communities and our people.

Vision

A better place to live built on transportation excellence.

Customer Promise

To always put you first – Your safety, your time, and your connection to the people and places that matter most.

Values

Safety
Customer Service
People
Inclusiveness
Integrity
Excellence
Sustainability

We are...



Driven

We feel an immense sense of responsibility and purpose in what we do. It's what unites us—and why we always strive to persevere. Because people depend on our ability to do so.

Local

We are engaged citizens, champions and stewards for this region—powering our communities and economies.

Vibrant

We are a meeting point for all people, from all communities, and all walks of life. Together, we create an energy and spirit that drives the heartbeat for this region—and we feel its pulse in everything that we do.

Creative Expression

Functional vs. Expressive

The TransLink brand embodies a wide range of different expressions—balancing functional with expressive, in both voice and design. Where each piece lands on this scale depends on the unique situation or need, and the intended spirit of engagement.

Functional

We get people from A to B. Functional will always be at the core of what we do. From a writing perspective, this means we need to anticipate our customer's needs, and write in a way that directly supports an informed, enjoyable experience. From wayfinding to service change updates, there will always be a need to communicate important information—so be organized, concise and direct. But remember, functional doesn't mean sterile; it just means clear.

Expressive

There will always be situations that call for a more functional focus, but there will also be plenty of opportunities to be expressive. First and foremost, we support our customers in using the system, but we also have a role to play in inspiring their choice to do so. Yes, we represent function—but also passion, for creating better travel choices and a better place to live. So when the opportunity arises, share that passion: in just a few words, copy can make you smile, laugh, think ... and act.

Each piece of communication needs to be considered within this functional to expressive framework—and where it ultimately sits on the spectrum is as a reflection of the intended tone and spirit.

1

2

3

4

5

Functional

Expressive



T Service Change | #310 & #609
Bus Bay Changes at Ladner Exchange

Starting September 2, 2024
 The #310 Scottsdale will now pick up passengers from Bay 1. The extended #609 South Delta Exchange will depart from Bay 3.

Please see the map below to find your new stop:

Clarence Taylor Cres
 Ladner Exchange
 Park & Ride

QR code | 简体中文
 繁体中文
 ਪੰਜਾਬੀ

translink.ca/servicechanges

T Service Change | #179
Service to Buntzen Lake is back!

Starting April 17, 2023

Service on the #179 will run every 30min on weekends and holidays, as follows:

- To Buntzen Lake Beach: 8am–7:30pm
- To Coquitlam Central Station: 8:30pm–8pm

QR code | 普通话
 现代标准汉语
 ਪੰਜਾਬੀ

translink.ca/servicechanges
 Sign effective until June 25, 2023

We're Hiring!

Commercial Transport,
 Heavy Duty Mechanics

55\$/hour | 4-day work week
 Defined pension plan | Plus more!

Take a closer look at translink.ca/umbctrades

Ride & SHINE

Think pints/patio.
 Not \$/L.

Brand Toolkit

Logos | Typography | Writing | Colour | Photography | Illustration



Logos

TransLink Leaper | TransLink T

The TransLink Leaper is the brand's main identifier for the overarching corporate brand. It is based on the foundation of "Plan. Fund. Build."

Examples of use include annual reports and public consultations.





Colour Backgrounds

The TransLink Leaper can be used in TL navy and white over colour and photographic backgrounds.

Avoid busy backgrounds and allow for negative space and contrast so it can be read clearly.



Clear Space

The minimum required clear space is based on "IN" – the width of the capital letters in "TRANSLINK". Where possible, clear space distances should be greater than the minimum required. In certain applications, i.e. Wayfinding signage, the clear space guidelines may be relaxed due to legibility requirements.



Sizing with Text

When the Leaper is paired with a URL, CTA or other copy, the text scaled to match the baseline and midline of the leaper text.



Clear Space with Text

Minimum surrounding clear space requirements for the Leaper when pairing with text is based on “IN” – the width of the capital letters in “TRANSLINK”.



Clear Space

Partner Lockups

When creating horizontal logo lockups, aligning the partner logo with the bottom of the TRANSLINK text provides a solid baseline, while any extended elements can be aligned with parts of the Leaper to create visual balance. It's important that both logos look visually equal in size.

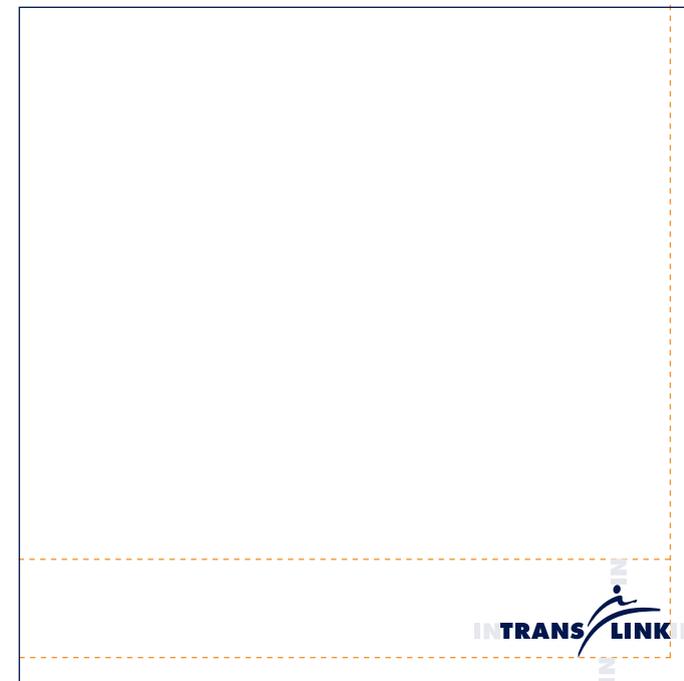


Clear Space

Leaper Placement

Place the Leaper at the bottom right, to function as a memorable sign-off, providing a visual closure to the design while maintaining our corporate brand presence.

Positioned opposite to it, on the left side, is the CTA, URL or other messaging, strategically placed to allow space and avoid cluttering the message with the lettering within the logo. This arrangement ensures both functionality and brand recognition.



The TransLink T is used to note customer facing service, programs and customer experience, such as service changes, ridership campaigns, etiquette and safety programs, as well as in the community as a wayfinding symbol. The simplicity and versatility of the logo make it instantly recognizable, serving as a beacon for commuters navigating Metro Vancouver.

**T BLUE**

The TransLink T Logo is iconic and its blue colour is recognizable from blocks away.

#0079C1

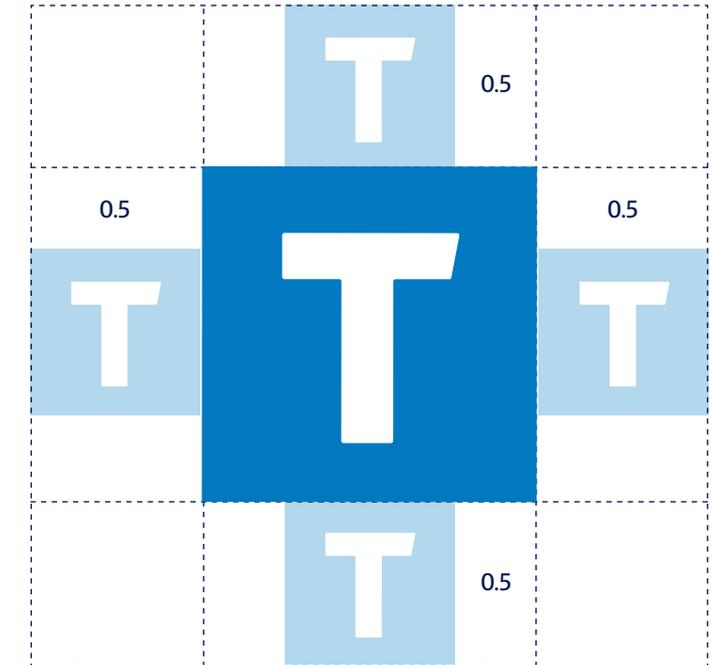
C 85
M 46
Y 0
K 0



Colour Backgrounds

The T logo stands out as a singular and recognizable brand element, consistently displayed in color against clear complementary or contrasting backgrounds. There is no inverse or black-and-white version of the T logo. Instead, it is always presented in color, ensuring its visual impact and distinctiveness.

Careful consideration is given to avoid color backgrounds where the blue closely resembles the T logo blue, guaranteeing optimal visibility and recognition, without the need to alter the logo in any way.



Clear Space

Leave a minimum clear space around the logo to ensure that other graphic elements do not crowd it or weaken its impact.

The minimum required clear space is based on 50% of the T logo being used. Where possible, clear space distances should be greater than the minimum required. In certain applications, i.e. Wayfinding signage, the clear space guidelines may be relaxed due to legibility requirements.

Sizing with Text

When the T logo is paired with a URL, CTA or other copy, the text should be horizontally aligned with the bottom of the T and scaled to 2x the height of the blue border space surrounding the white center T.

Clear Space with Text

Minimum surrounding clear space requirements for the T logo when pairing with text is equal to the height of the white center T.

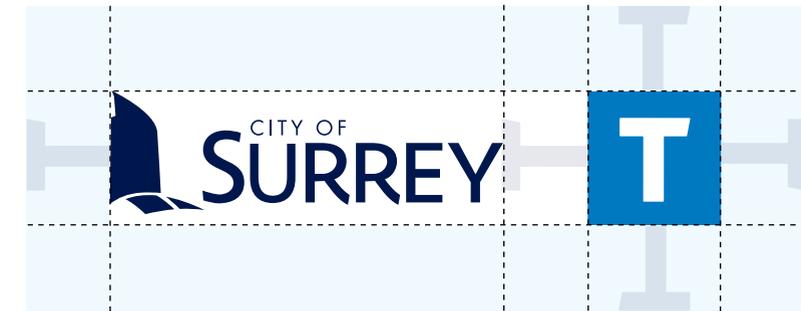


Clear Space

Partner Lockups

Using guidelines along the top and bottom of the blue box and the top and bottom of the T is an effective way to ensure consistency and alignment when pairing with another logo. This technique helps maintain visual balance and harmony in the overall design.

When creating horizontal logo lockups, aligning the partner logo with the bottom of the T provides a solid baseline, while ensuring any extended elements line up neatly with the edge of the blue box.

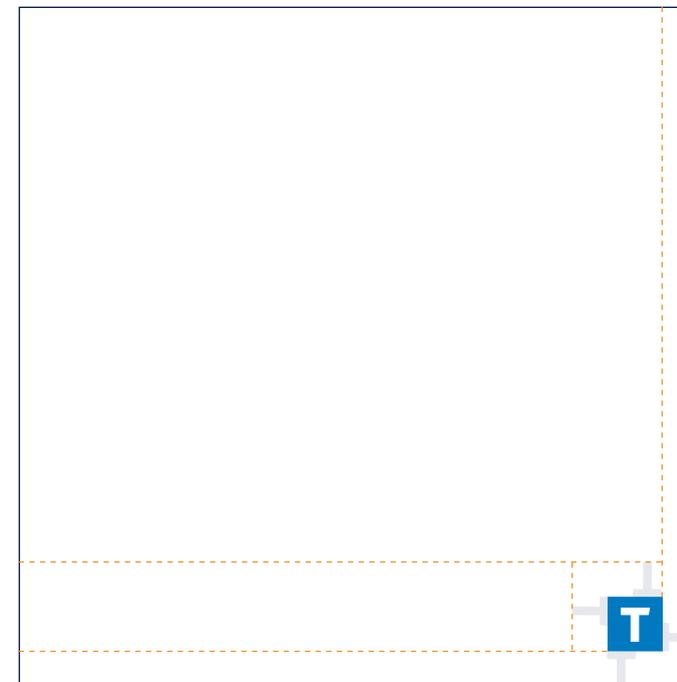
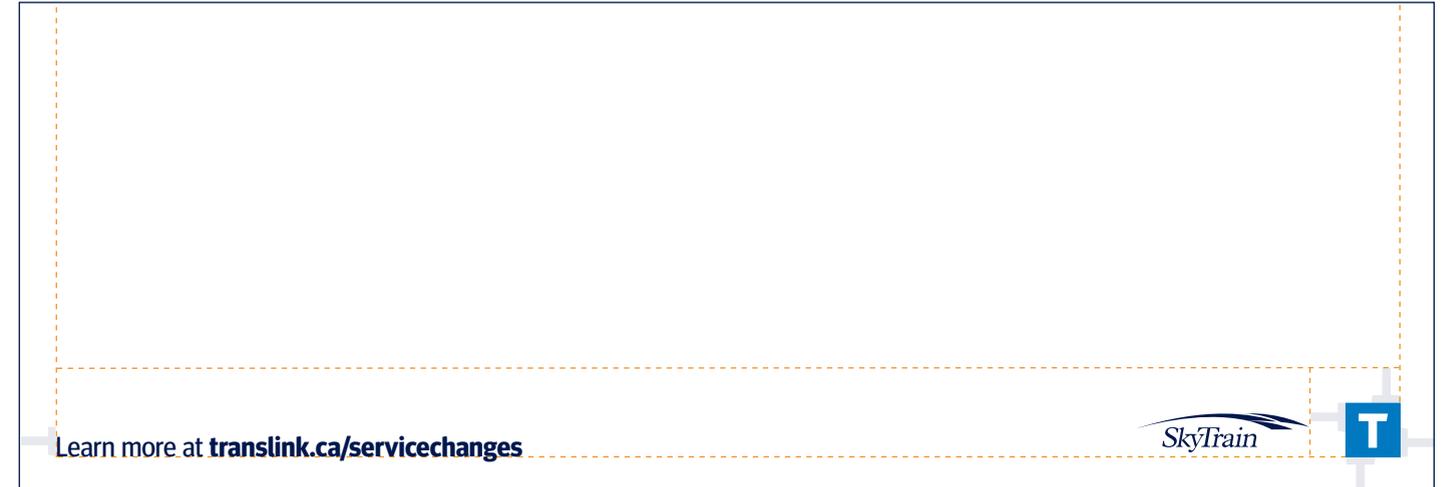
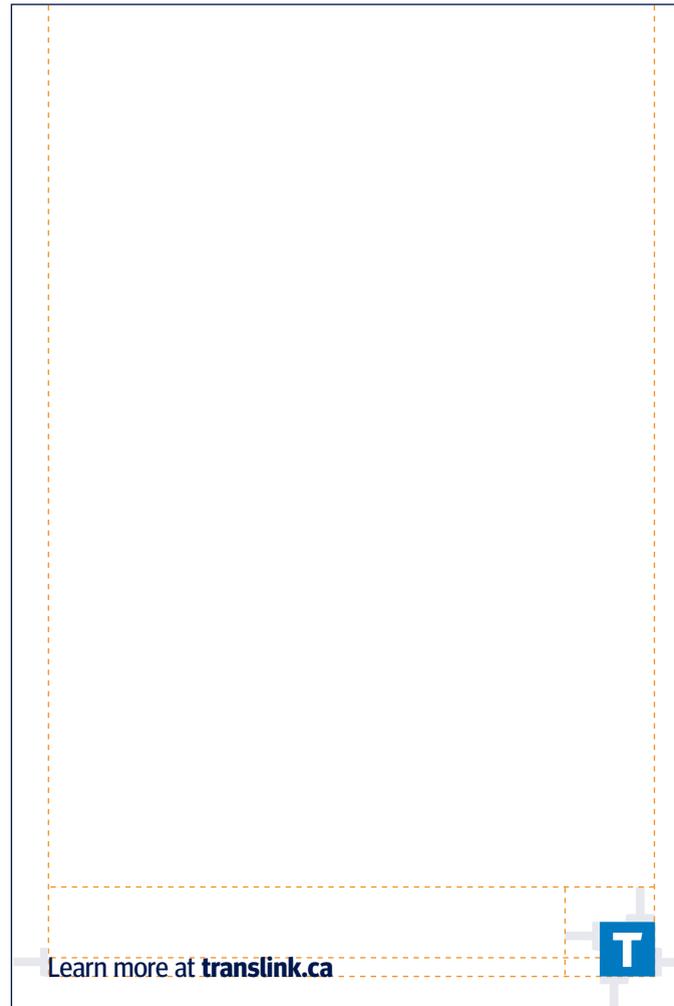


Clear Space

Logo Placement

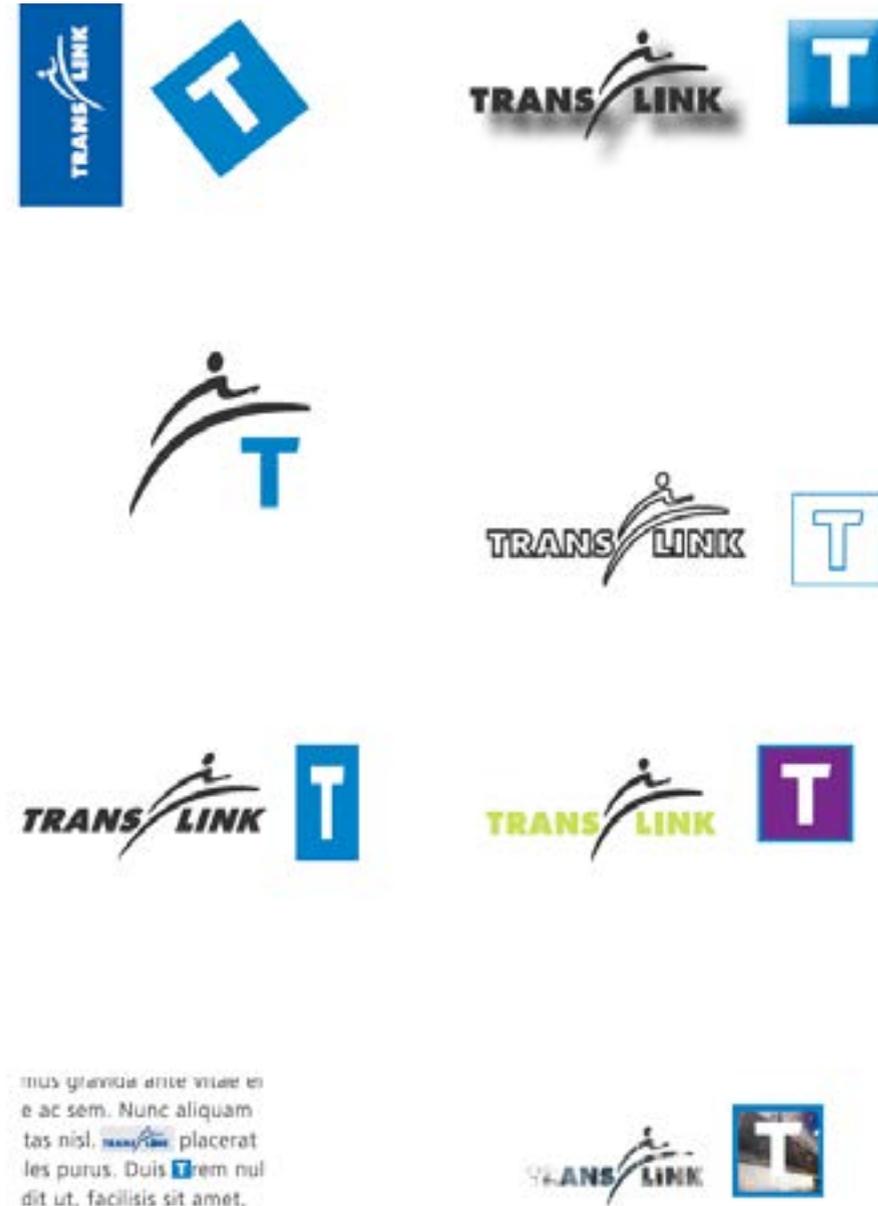
The consistent placement of TransLink's "T" logo at the bottom right of a layout serves as a strategic design choice that anchors the visual composition. Positioned in this corner, the logo acts as a stable endpoint, providing a sense of closure and balance to the overall design.

In employing TransLink's T at the bottom right of a layout, alongside a call-to-action (CTA) or URL placed at the left side, a deliberate visual hierarchy and user flow are established. This arrangement ensures both functionality and brand recognition.



The logos must be used in their original form, with no additions, distortions, or rotations. Care must also be taken to ensure that it is readable against every image or background it is placed on.

- DO NOT change the colour or reverse the colour of the logo.
- DO NOT distort the logo in any way.
- DO NOT add effects or additional elements to the logo.
- DO NOT use logo elements separately.
- DO NOT angle the logo.
- DO NOT use the logo on a busy background.



mus gravida ante vitae en
e ac sem. Nunc aliquam
tas nisl.  placerat
les purus. Duis  rem nul
dit ut, facilisis sit amet,

Typography

Brand Font | Hierarchy & Style | Accessibility

Meta Headline Pro

Typography is a strong extension of TransLink's brand personality. That's why we've chosen Meta as the primary typeface. This simple, modern face helps us communicate ideas simply and confidently.

This simple, modern face helps us communicate ideas simply and confidently. Ligatures should be disabled.

Meta Headline Pro for headlines, sub-heads and larger-format designs.

**Meta Headline Pro
Black****ABCDEFGHIJKLMNOPQRSTUVWXYZ****abcdefghijklmnopqrstuvwxyz****::...!?•*#\ (){}[]--_,,“”‘’”’\$€£+-=%@&!;****1234567890****Meta Headline Pro
Bold****ABCDEFGHIJKLMNOPQRSTUVWXYZ****abcdefghijklmnopqrstuvwxyz****::...!?•*#\ (){}[]--_,,“”‘’”’\$€£+-=%@&!;****1234567890****Meta Headline Pro
Regular****ABCDEFGHIJKLMNOPQRSTUVWXYZ****abcdefghijklmnopqrstuvwxyz****::...!?•*#\ (){}[]--_,,“”‘’”’\$€£+-=%@&!;****1234567890**

Meta Correspondence Pro

Meta Correspondence Pro is used for small-format and items with a lot of copy.

Meta Correspondence Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

::;...!?!*#\ (){}[]- - _ , „ “ ” ‘ ’ ’ ’ \$ € £ + - = % @ & | !

1234567890

Meta Correspondence Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

::;...!?!*#\ (){}[]- - _ , „ “ ” ‘ ’ ’ ’ \$ € £ + - = % @ & | !

1234567890

Meta Correspondence Pro Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

::;...!?!*#\ (){}[]- - _ , „ “ ” ‘ ’ ’ ’ \$ € £ + - = % @ & | !

1234567890

Arial

In case Meta can not be used (i.e. Word documents, PowerPoint presentations, website copy, etc), then it may be substituted with Arial.

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 ;:,...!/?•*#\ (){}[]--_,"“”‘’”’\$€£+-=%@&|!
 1234567890

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 ;:,...!/?•*#\ (){}[]--_,"“”‘’”’\$€£+-=%@&|!
 1234567890

Arial Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
 ;:,...!/?•*#\ (){}[]--_,"“”‘’”’\$€£+-=%@&|!
 1234567890

BC Sans

BC Sans is used to support Indigineous characters.

BC Sans Regular

Large-Format Signage, Video, and Animations

Header

The style for a header is Meta Headline Pro Bold (1) or Black(2). For headlines longer than 4 words, always use Meta Headline Pro Bold.

Subheads

The style for subheads and lead text is Meta Headline Pro Bold (3). Regular weights should be reserved for body copy, as to not confuse the hierarchy.

Body Copy and Captions

Meta Headline Pro Reg (4) is used for body copy and captions because of its legibility.

For small type sizes, reports or artwork smaller than service change signs (30x60cm), use Meta Correspondence Pro for body copy.

For URLs, always use a Bold font style (5).

1 Service adjustments on the #99 B-Line

3 Starting January 1, 2024

4 Service on the #99 Commercial–Broadway/UBC has been adjusted as follows:

To Commercial–Broadway Station

Mon–Fri

- **7–8pm:** Every 6–7min
- **9–10pm:** Every 10min

To UBC

Saturday

- **6:30am–8am:** Every 10min
- **8–9am:** Every 8–9min
- **9am–12pm:** Every 7–8min

5 Learn more at [translink.ca/service changes](https://translink.ca/service-changes)



2 Track Maintenance Alert!

3 Starting February 25, 2024

4 While expansion work is underway, Expo Line service between Braid Station and Production Way–University Station will be impacted. Please plan accordingly.

5 Learn more at translink.ca



Small-format, documents, and other pieces requiring small type sizes**Header (Cover pages, section titles)**

The style for a header is Meta Headline Pro Bold (1).

Subheads

The style for subheads and lead text is Meta Headline Pro Bold (2). Regular weights should be reserved for body copy, as to not confuse the hierarchy.

Body Copy and Captions

Meta Correspondence Pro (3) is used for a body copy and captions because of its legibility, especially at smaller sizes.

For URLs, always use a Bold font style (4).

1 Headline or title**2 Subheading**

3 Body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam eratvolutpat.

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse.

4 To learn more visit **[translink.ca](#)**

**Design Considerations
for Accessibility**

- Left-aligned text is easiest to read
- Limit the different styles of font used
- Use ALL CAPS, italics, bold, and underline selectively (avoid using for an entire paragraph)
- Avoid background textures, colors or graphics that make overlay text hard to read
- Do not rely solely on color for conveying information
- Prioritize high contrast for legibility. The minimum recommended contrast ratio is 4.5:1 for most text, and 3:1 for large-scale text.
- Use generous line spacing
- Images must include alt text that is relevant, functional, and concise. Images included that are for decorative purposes only must be hidden from screen-reader detection with an Artifact tag
- Ensure content is laid out logically so user can correctly ‘tab’ through content in the intended order of reading
- Mark headings and titles with heading tags so they are appropriately captured with a screen-reader

See **AccessAbility2: A Practical Handbook on Graphic Design** for more information:

<https://rgd.ca/working-in-design/resources/accessability-2-a-practical-handbook-on-accessible-graphic-design>

Writing

Voice | Data & Shorthand

We're here to **help people**—to serve, not to sell. Approach every conversation in the spirit of kindness, empathy and understanding—just like a real person would—and challenge yourself to **be open**, finding warmth, humor and brevity that translates across cultures, generations and languages. Strive to be ungendered and consider accessibility and inclusion in every sentence you write.

And when the opportunity is there, **be collaborative** and inviting of others input and perspectives. Finally, ensure your writing is representative of a world-class transportation authority—**be confident**, so our customers can feel confident in their travel choices and the direction we provide them. **Be assertive** in your writing and speak from a position of strength and assurance. Don't qualify or hedge, choose strong verbs over adverbs, and clarity over comprehensiveness.

Functional vs. Expressive

Determining the appropriate writing style/voice to use in a communication, ultimately depends on the nature of the engagement. Is humour appropriate? Is the subject material sensitive or serious?

Reference the **functional vs. expressive scale** to find the right balance for your unique situation - and let this guide inspire how you should approach your writing.

We're in the business of sharing information quickly and efficiently, often with physical space limitations (e.g. signage). When communicating numbers, dates, times, etc, we need to follow best practices and maintain a system of consistency.

This section outlines some key rules and guidelines for writing data and shorthand.

Ranges

To denote a range (X to Y), always use an en dash “–”, not a hyphen. And never add a space before or after an en dash, as this is grammatically incorrect.

Examples of situations where we need to communicate ranges include time periods (**6am–7pm**), service frequency ranges (**8–9min**), and more.

Days of the week

Please follow established shorthand rules when presenting days of the week as a data set (e.g. in list form), as a combination (e.g. **Sat/Sun**) or within a specified range (**Mon–Fri**).

When referencing a specific day in body copy or in a head or sub head, use the full name (**Saturday Service Changes**).

Note, do not abbreviate the word Holiday, as this is not commonly recognized shorthand. When used in conjunction with days of the week, make sure to reference the full name (**Holiday**).

Times

When referencing times of day, please follow established shorthand rules. This includes omitting zeros, when appropriate to do so (e.g. **6am** vs. 6:00am); removing decimals from the time period (e.g. **am** vs. a.m.); and removing the space between the stated time and time period (e.g. **6am** vs. 6 am).

For specific units of measure, use the common abbreviations “hr” and “min”.

Street names & places

When referencing street names, please use the commonly accepted abbreviations (e.g. **St, Ave, Blvd**, etc.)—but when referring to specific places, use the full name (**Station, Centre, Exchange**).

While there are accepted abbreviations for many of these places, they are not necessarily commonly used or recognized. Our approach achieves a nice balance between shorthand and ease of use/comprehension.

Colour

Brand | Expressive | Sub-brand | Operational | Usage & Examples

TransLink Brand Palette

Our colour system is rooted in the iconic TransLink blues, with additional palettes to layer in varied expression or highlight specific cues. All colours in our system have been carefully considered for their ability to support different needs/applications (e.g. seasonal themes, wayfinding, etc.), and also in meeting requirements for interplay (e.g. contrast, accessibility, etc.).

The TransLink brand blues are foundational—they ground and underpin everything we do with a consistent, unifying element. A brand blue must always be present, either as the TL Navy or T logo blue.

For pieces that have a significant amount of body copy (particularly pieces like large reports) use 90% black as the text colour.

TRANSLINK NAVY

#00174D

A core visual element in the TransLink brand. In most use cases, it is the darkest tone used in a composition—substituting black.

Commonly used for text, linework, iconography or copy backgrounds.

C 100
M 78
Y 0
K 66

PALE BLUE

#E1F4FD

A neutral blue that can be used as a mid-tone background or to inset type on a white background.

C 10
M 0
Y 0
K 0

WHITE

#FFFFFF

C 0
M 0
Y 0
K 0

Expressive Palette

Expressive colours are used to introduce desired tone and personality—most often in situations where we are directly engaging with our customers (e.g. marketing campaigns).

Any expressive colour can be used as accent, key colour or background.

70% value

Presentations, and background of large blocks of copy. Also used when vendor prints dark.

50% value

Light accents / Can be used as highlight text colour.

Dark

Dark accents-only, used sparingly. To be used for highlight text and header background. Text contrast: against white only. Not to be used behind large blocks of copy.

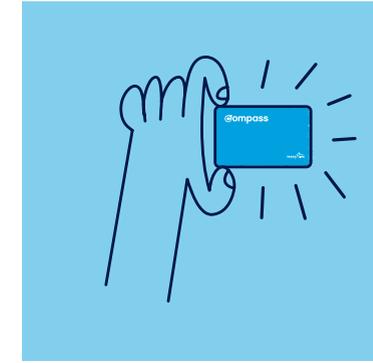
<p>BLUE #80CEED</p> <p>C 45 M 2 Y 2 K 0</p>	<p>GREEN #61BC59</p> <p>C 64 M 0 Y 88 K 0</p>	<p>YELLOW #FFD200</p> <p>C 0 M 16 Y 100 K 0</p>	<p>ORANGE #F19229</p> <p>C 0 M 49 Y 94 K 2</p>	<p>PINK #EB72AC</p> <p>C 2 M 70 Y 0 K 0</p>	<p>PURPLE #AA86BD</p> <p>C 34 M 51 Y 0 K 0</p>
<p>BLUE 70% #AADAFO 31, 2, 2, 0</p>	<p>GREEN 70% #92CD89 45, 0, 61, 0</p>	<p>YELLOW 70% #FFE06A 0, 10, 70, 0</p>	<p>ORANGE 70% #FBAF66 0, 36, 67, 0</p>	<p>PINK 70% #EE9AC2 2, 49, 0, 0</p>	<p>PURPLE 70% #BFA5CF 24, 36, 0, 0</p>
<p>BLUE 50% #COE1F1 23, 2, 2, 0</p>	<p>GREEN 50% #B1D9A6 32, 0, 44, 0</p>	<p>YELLOW 50% #FFE894 0, 7, 50, 0</p>	<p>ORANGE 50% #FDC68D 0, 25, 48, 0</p>	<p>PINK 50% #F0B5D3 2, 35, 0, 0</p>	<p>PURPLE 50% #CEBCDC 17, 26, 0, 0</p>
<p>DARK BLUE #005DAA 100, 66, 0, 2</p>	<p>DARK GREEN #008840 95, 0, 100, 25</p>		<p>DARK ORANGE #C15727 18, 77, 100, 7</p>	<p>DARK PINK #CF288B 15, 96, 4, 0</p>	<p>DARK PURPLE #78278B 63, 100, 0, 3</p>

In situations where you need to use colour to express a sub-brand visually through design, illustration, design or any marketing materials, ensure you use the correct sub-brand colour.

Compass Card

COMPASS
BLUE
#00A1DE

COMPASS
ORANGE
#FF981F



RapidBus

RAPIDBUS
GREEN
#009F49

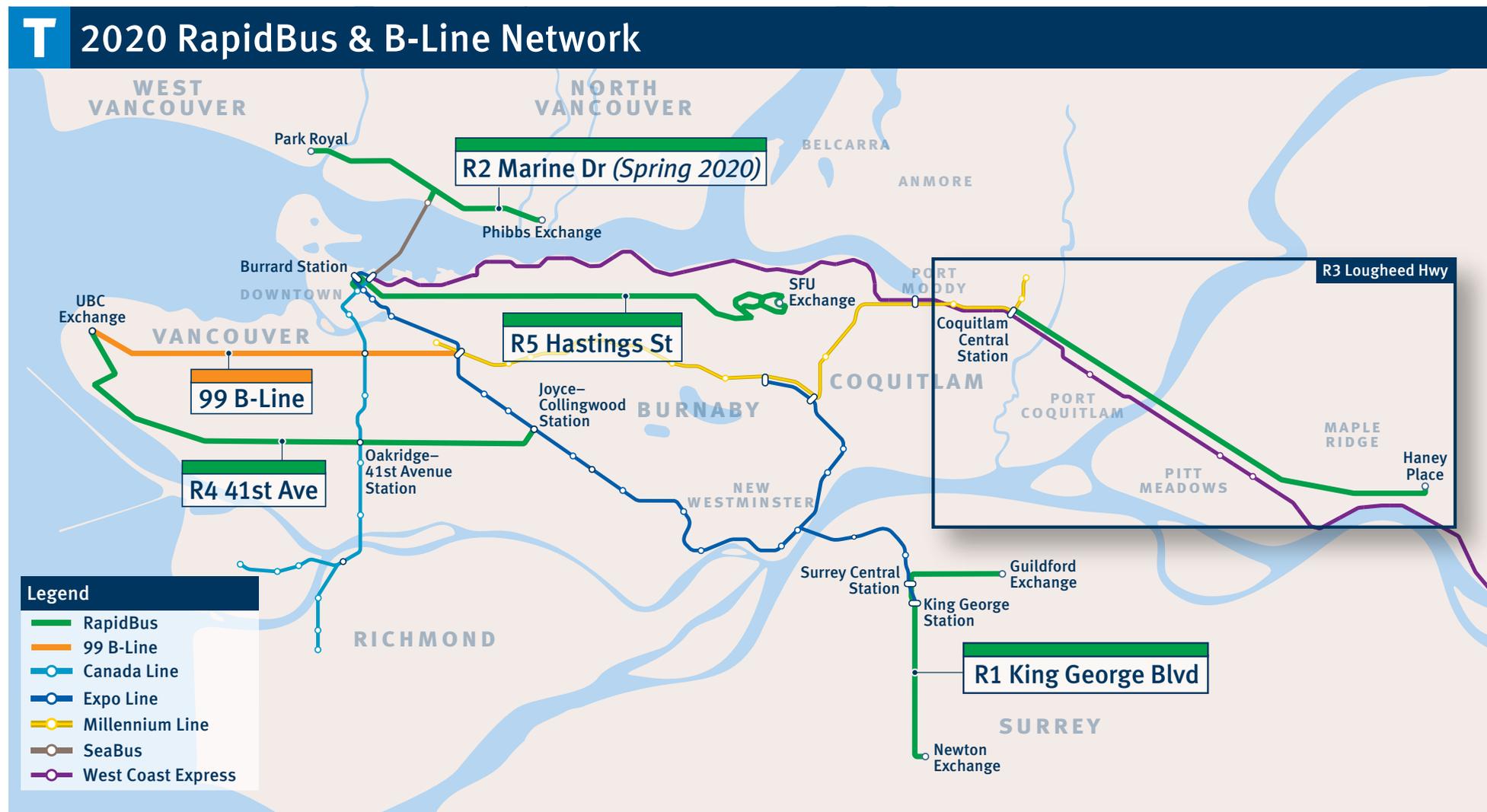


West Coast Express

WCE
PURPLE
#77278B



When designing visuals relating to wayfinding applications, ensure you use the designated transit line operational colours.



With an established palette of Brand and Expressive colour choices, we can simplify our options further into complementary colour combinations.

TransLink Navy is always present and used as the darkest tone, line and text colour in most applications.

An Expressive colour is used as a background or dominant colour.

Then choose appropriate colors from the expressive palette as accents to add personality and emphasis. Limit the number of expressive colours to maximum of 2-3 total.

The **T Blue** is another staple branding element and constant, so all colour combinations must be complementary to it. Use of the T Blue is limited to the T logo, and is avoided in the rest of the composition.



Core Business

Our Brand palette blues should be the primary colours used when designing for corporate or functional pieces, with the Expressive palette used as accents.

Service Change messaging uses the Expressive Blue as a key/background colour, with other Expressive colours used as accents when required.



T Service Change | #319

Service adjustments on the #319

Starting January 1, 2024
 With the arrival of the new R6 Rapid Bus, service on the #319 Scott Station/Newton Exchange/Scottsdale has been adjusted.
 It now runs every 10min during peak times (Mon–Fri) and every 15min during off-peak, weekends and holidays.

For complete schedules and details, please visit translink.ca/servicechanges

Buying a single adult ticket?

Tap in and out at the fare gate with your contactless card.

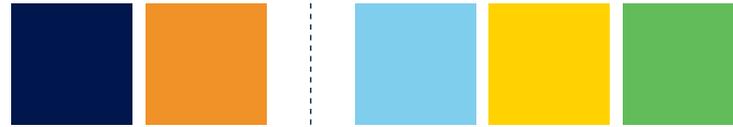
For discounted fares use a Compass Card.



Service Impacts & Maintenance

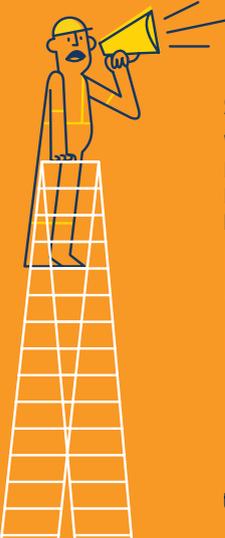
Orange was chosen as a background tone in order for important service impact and maintenance messages to stand out in a station or bus stop setting. When a transit rider notices the orange color, even from further away, it indicates that this is an important message that relates to their commute at this station.

The **light blue**, **yellow**, and **green** are used as complimentary accents.





Track Maintenance Alert!



Starting February 25, 2024

While expansion work is underway, Expo Line service between Braid Station and Production Way–University Station will be impacted. Please plan accordingly:

- Check where the train terminates.
- Allow for 12+ mins of extra travel time.
- Expect possible crowding on trains and platforms.

translink.ca/skytrainexpansion 



Track Maintenance Alert!



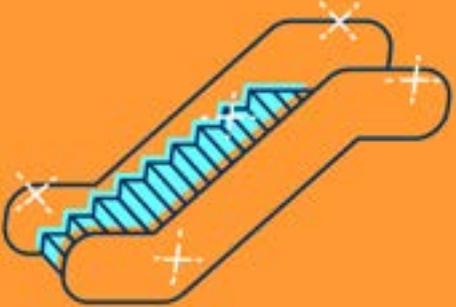
Starting February 25, 2024

While expansion work is underway, Expo Line service between Braid Station and Production Way–University Station will be impacted. Please plan accordingly:

- Check where the train terminates.
- Allow for 12+ mins of extra travel time.
- Expect possible crowding on trains and platforms.

translink.ca/skytrainexpansion 

Escalator Replacement Underway



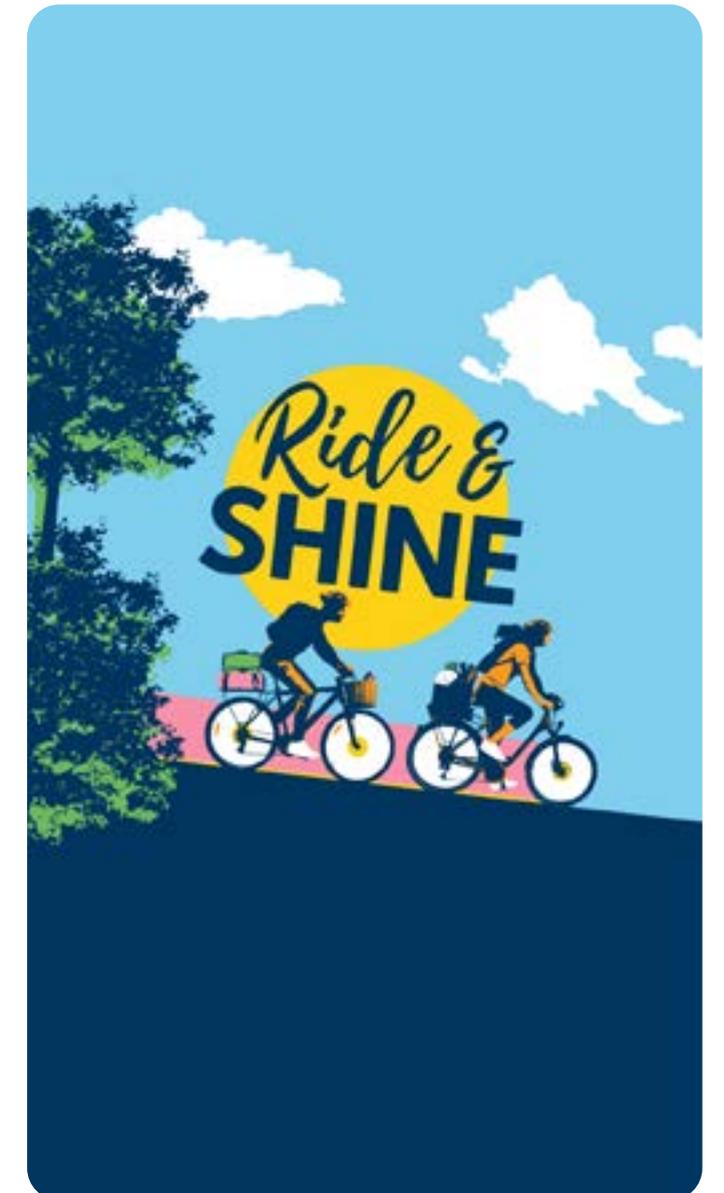
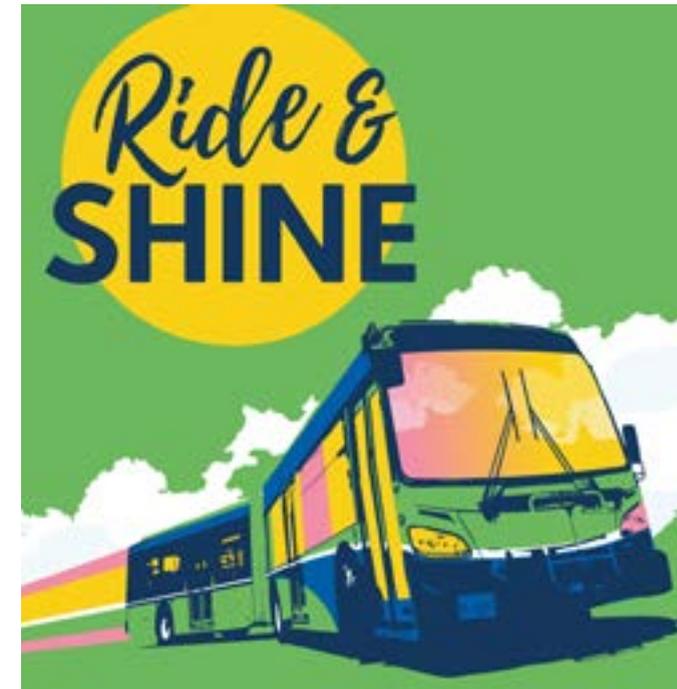
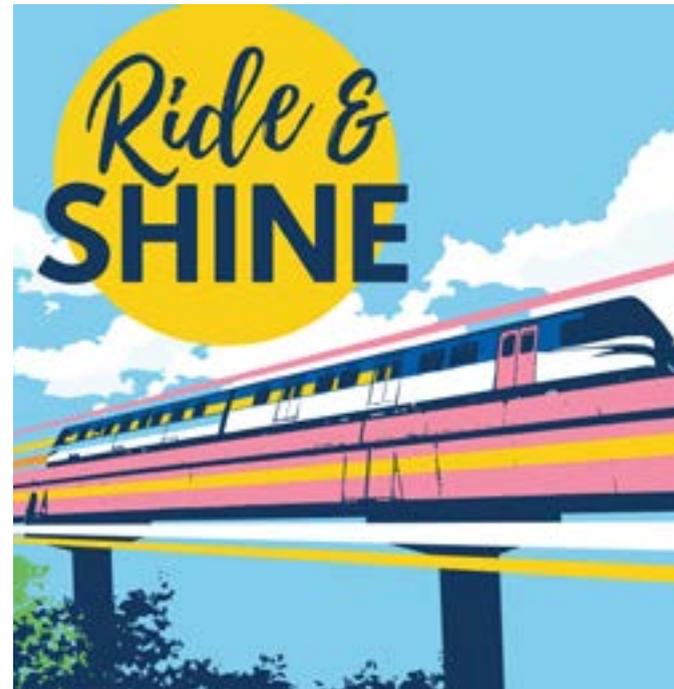
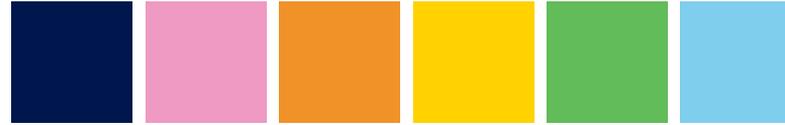
This escalator is currently being replaced. The new and improved model will be ready to go by summer 2022. Thanks for your patience.

Learn more at translink.ca/keepmoving 

Campaigns

A select group of Brand and Expressive colors can also be useful when designing a campaign.

The Ride and Shine ridership campaign for example, where a unique illustration style for the campaign is visually grounded in TransLink's Navy, allowing for creative flexibility.



Photography

Style | Asset Library

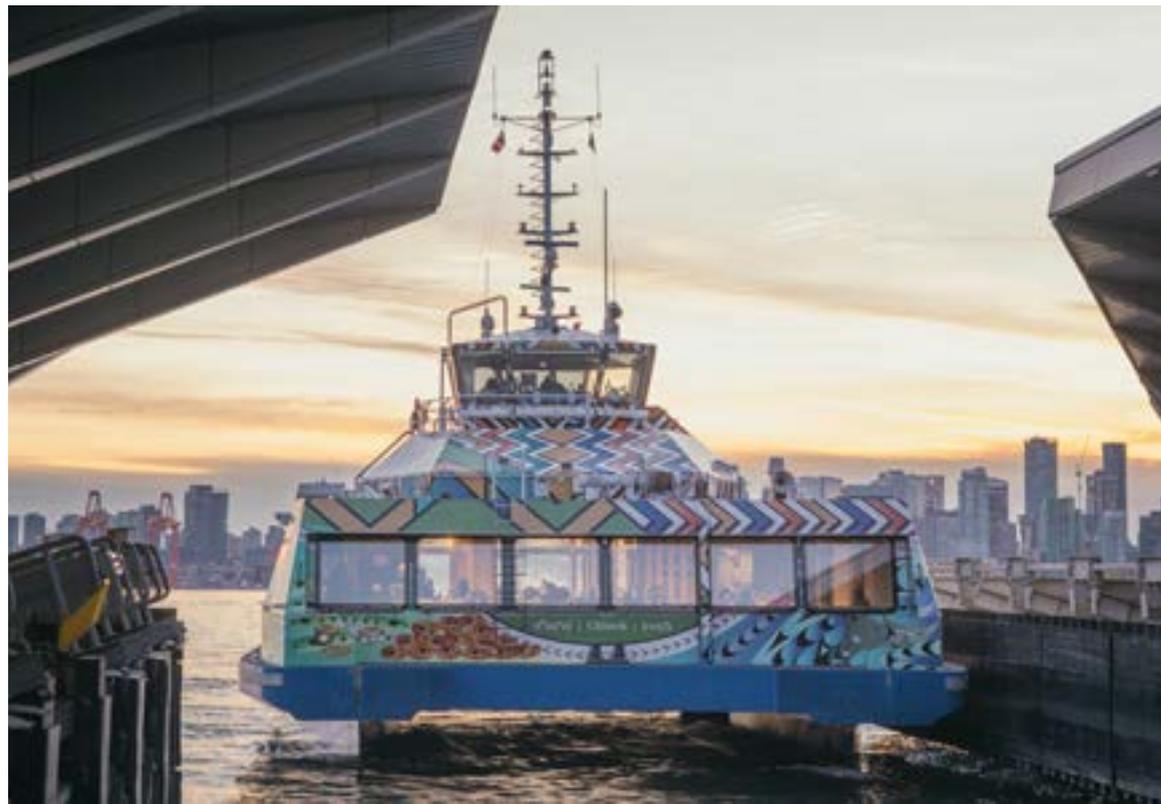
TransLink photography depicts dynamic, real people and a bit of the grit of transit while still being positive and optimistic. The people portrayed reflect the cultural vibrancy and inclusivity of Metro Vancouver's demographic and ensure region and enterprise-wide representation.

Our system is one of the most accessible systems in the world and showcasing this through our photographic assets is vital to our success as a leading transportation authority.



Our photo asset library contains an ever-growing collection of assets that can be used in varied applications.

Email: corporatemarketing@translink.ca to request access to the **MediaValet**.



Illustration

System | Asset Library | Examples



Our illustration system offers a wide range of opportunities and applications. It can be the hero of a creative expression, or it can play a more subtle, supporting role.

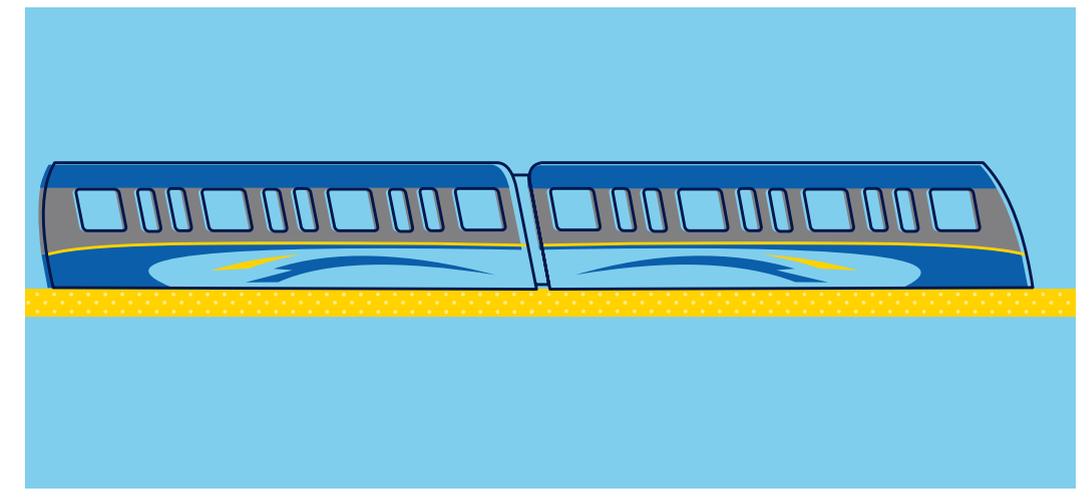
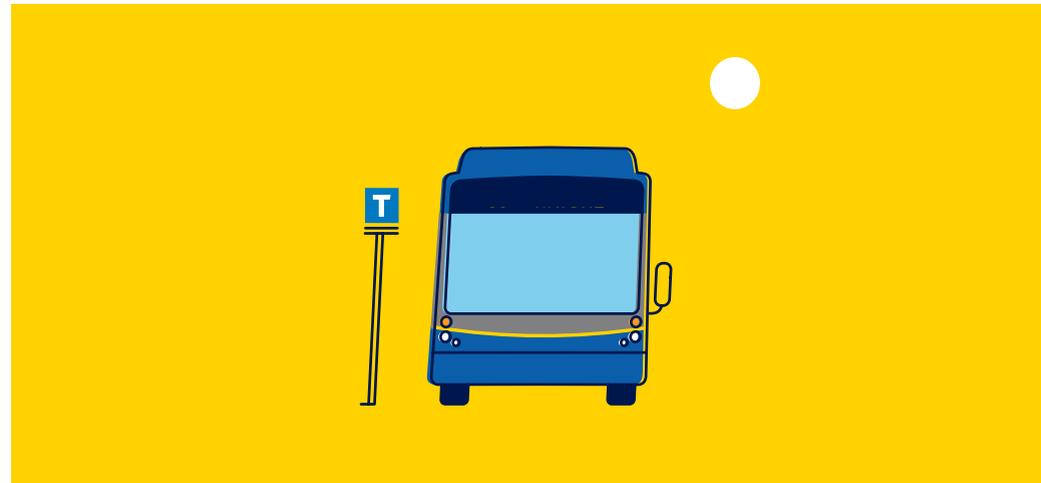
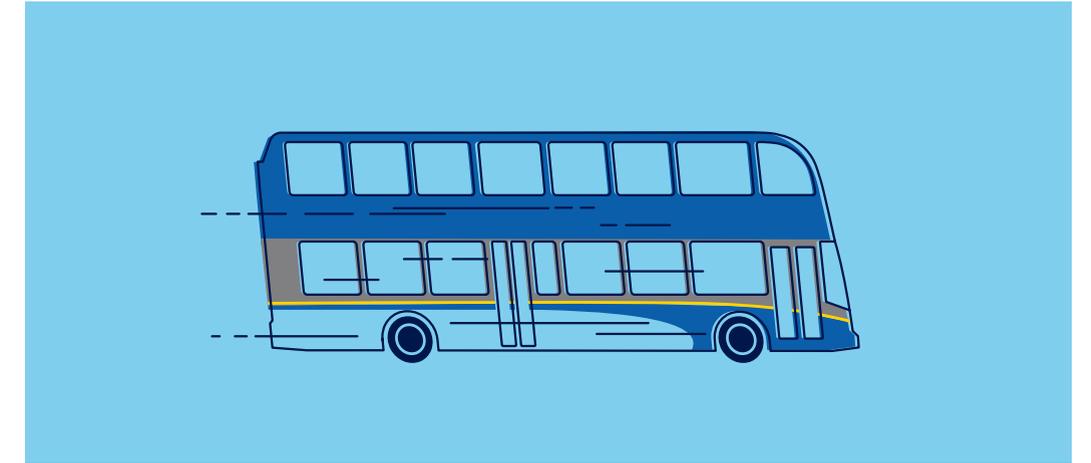
We use illustrations to punctuate a funny headline; or we can use them to inject warmth and personality to an otherwise functional communication (e.g. Service Changes).

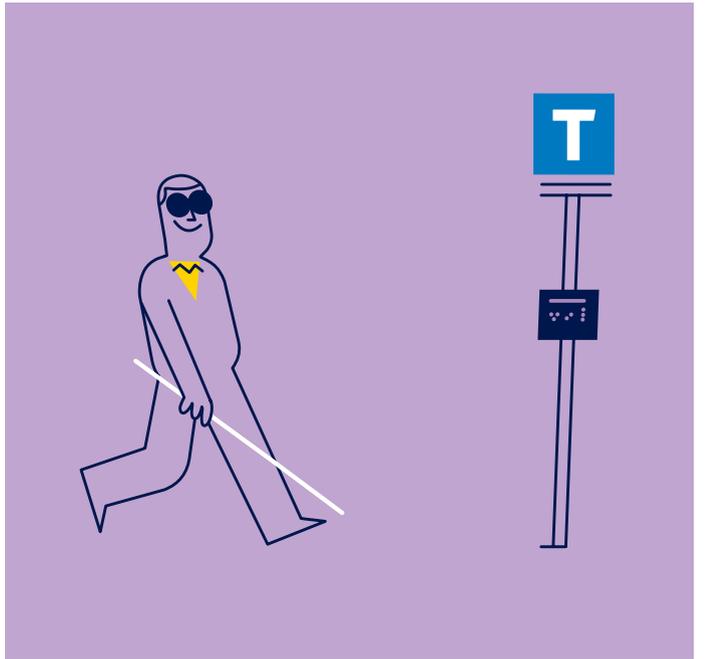
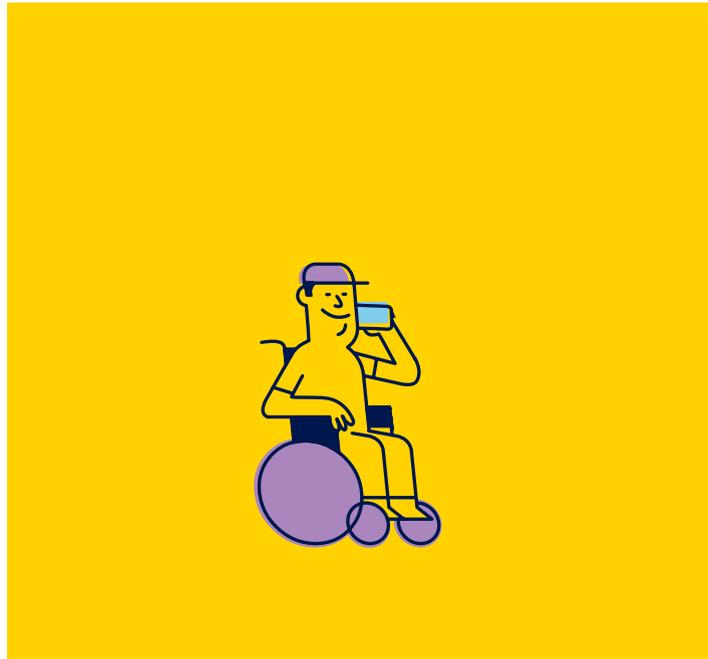
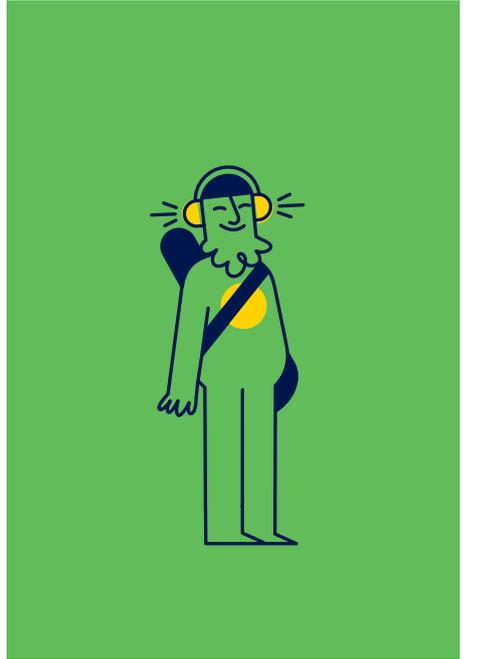
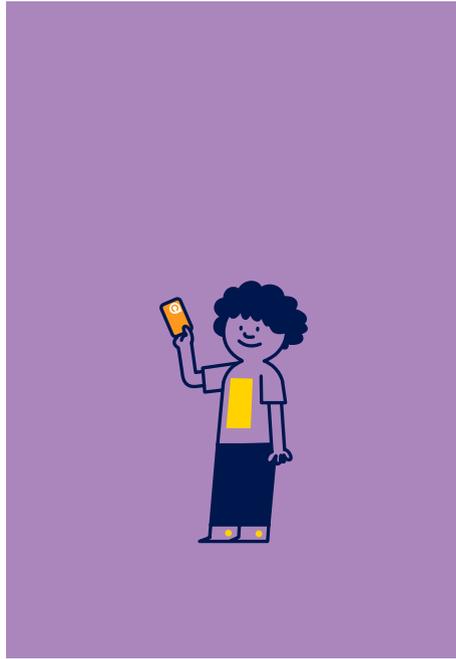
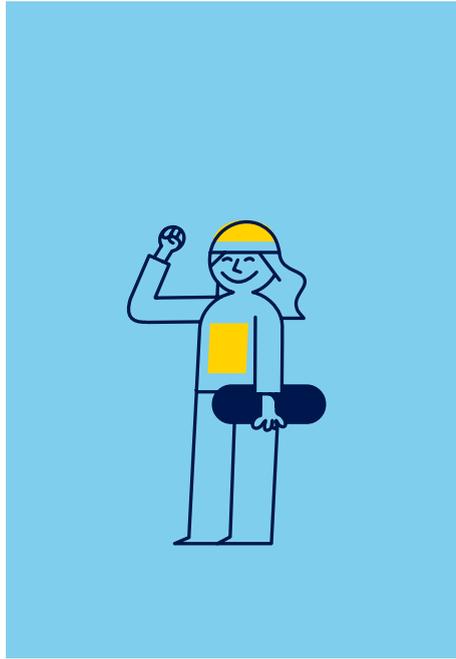
We can animate in digital, or use in a mixed-media overlay with photography. The options are endless—it's all about flexibility.

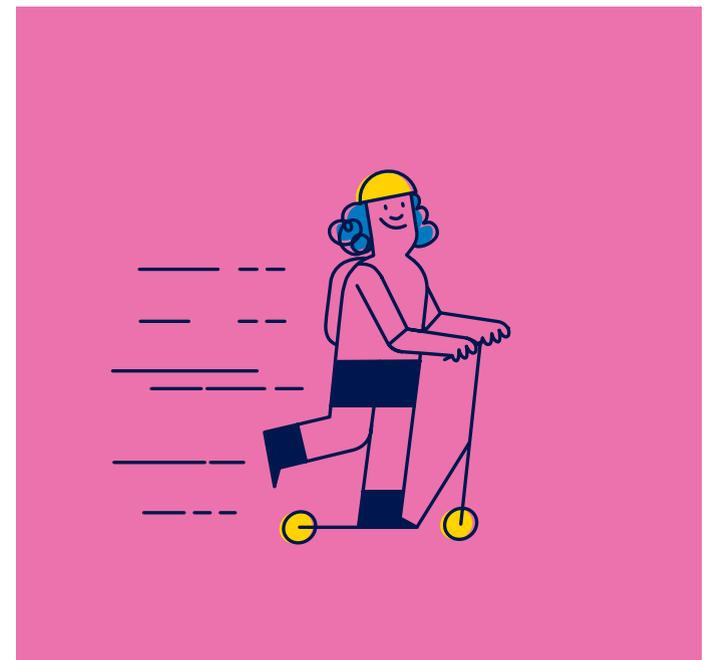
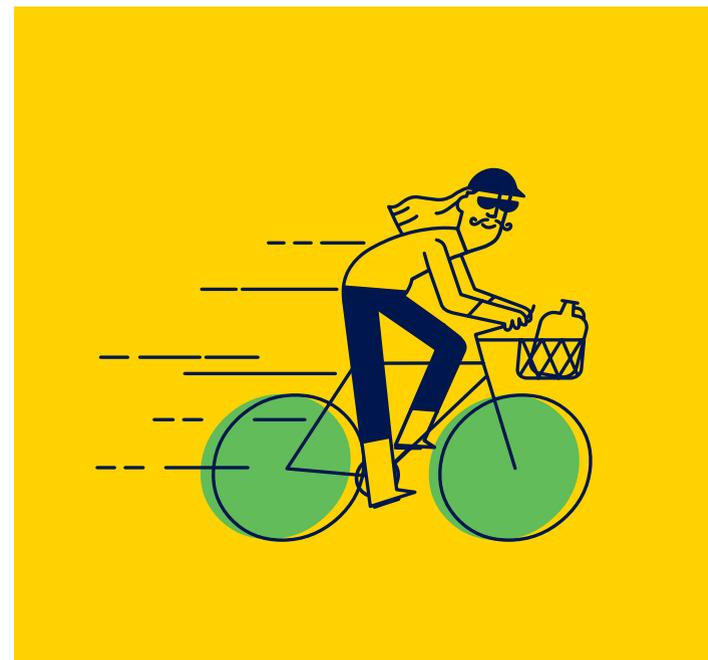
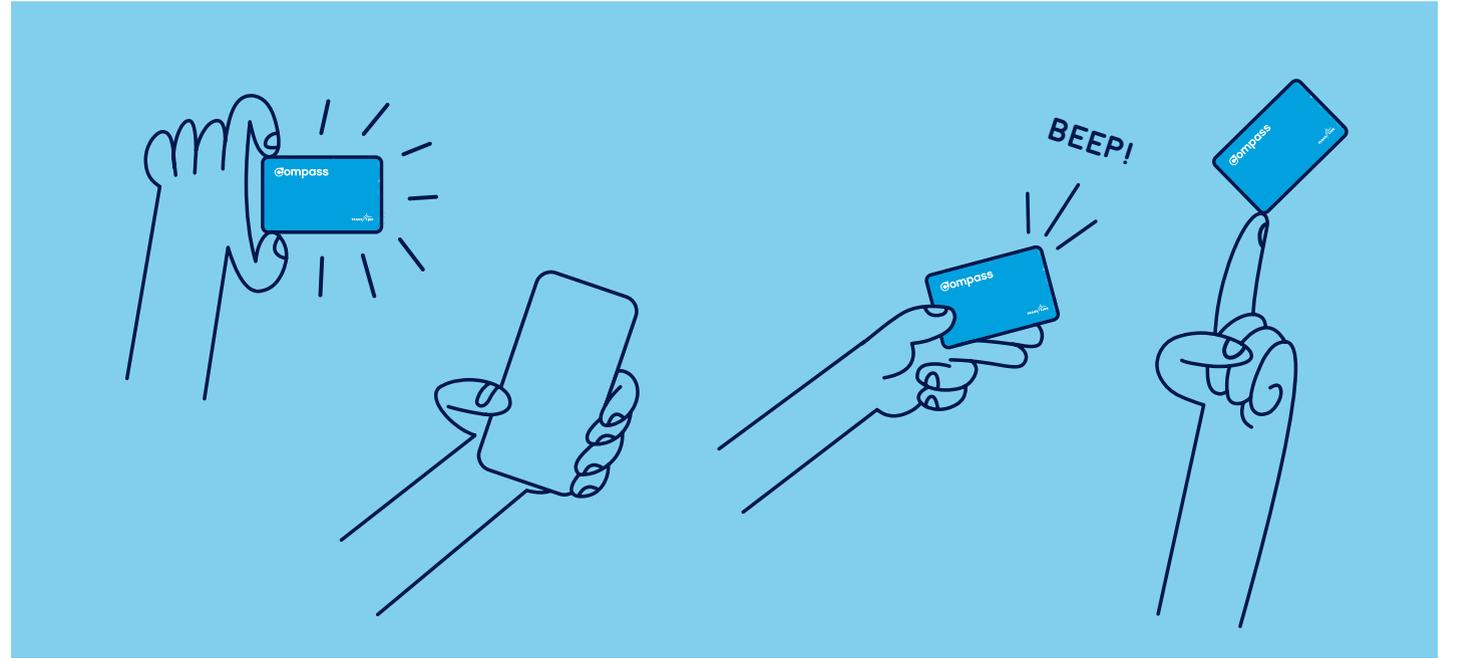
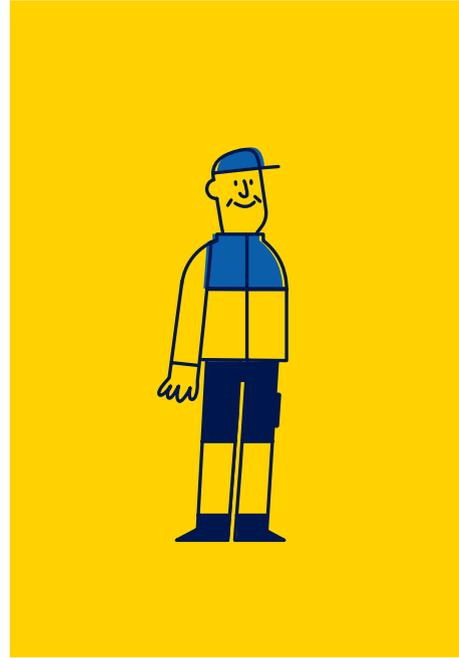
Photography is our primary visual—the use of illustrations should be limited. Illustrations are used when photos aren't available or don't match campaign creative.



Our illustration asset library contains an ever-growing collection of assets that can be used in varied applications. From characters to fleet vehicles, hand gestures to scenic background details.







T Service Change | #555

Service adjustments

Starting April 15, 2024
Mon–Fri service on the #555 has been adjusted as follows:

To Lougheed Station
Weekdays
 • 6am–8am: Every 12min
 • 4:30pm–5:30pm: Every 12min
 Sat/Sun/Holidays
 • 7pm–8pm: Every 20min

To Carvolth Exchange
Weekdays
 • 6:30am–7:30am: Every 12min
 • 4pm–6pm: Every 12min
 Sat/Sun/Holidays
 • 7pm–8pm: Every 20min

For complete details, please visit translink.ca/servicechanges




简体中文
繁體中文
ਪੰਜਾਬੀ

The SkyTrain Expansion Program

25% more capacity



Introducing... the New Mark V!

Broadway is Still Buzzing!

TransLink has partnered with Mobi by Rogers to offer new customers free monthly bike passes, as well as access to discounted offers from select local businesses on Broadway.

Find a Mobi Bike Station just around the corner at West 10th Avenue and Cambie Street.




Offers end August 31, 2024.
Find out more at translink.ca/broadwaybuzz



Pathways to a Clean and Affordable Transportation Future for Everyone:

Final Report on the Driving Down Emissions Research Project



The SkyTrain Expansion Program



Presented by TRANS LINK

CAR FREE DAYS OF SUMMER

TransLink is proud to present Car Free Days! Come and enjoy these incredibly fun (and free!) street festivals, taking place in six Metro Vancouver locations this summer. Just remember, leave the car at home!

- Jun 10 • Surrey (Newton)
- Jul 29 • New Westminster (Columbia St)
- Sep 09 • Commercial Dr
- Sep 16 • Main St
- Sep 23 • West End (Denman St)
- Sep 24 • North Vancouver (Lonsdale Quay)



The SkyTrain Expansion Program



Learn more at translink.ca/skytrainexpansion

The SkyTrain Expansion Program

Track Maintenance Alert!



Check for Expo Line service impacts.



